Reporting Period: 1 January – 30 June 2021

**Highlights**

Following a relative calm second half of 2020, ceasefire violations notably intensified in the first half of 2021, with significant deterioration of the overall security situation. Until May 1, the UN recorded 39 civilian casualties which was 22 per cent higher than the previous four months (32 casualties). Active armed clashes along the Line of Contact (LoC) also resulted in damages to schools and health facility. As a result, the humanitarian community, including UNICEF, launched a contingency plan to prepare for any possible escalation.

The COVID-19 pandemic continued to generate an additional burden on the economy and healthcare services. From March to June, Ukraine experienced a third wave of the pandemic outbreak, resulting in strict lockdowns across the country and in some parts of eastern Ukraine. Ukraine’s national vaccination campaign remained slow, with less than two million of its adult population being fully vaccinated as of 29 July. The access to the non-government-controlled areas (NGCA) remained a major challenge for the humanitarian community from the start of the pandemic.

In the first half of 2021, UNICEF received USD 9 million, out of a USD 14.7 million appeal. The health, education and HIV/AIDS programmes remain largely under-funded.

**UNICEF’s Response and Funding Status**

![Funding Status Chart]

**Situation in Numbers**

- **510,000** children in need of humanitarian assistance
- **3,400,000** people in need (HRP, Jan 2021)
- **189,000** internally displaced people in need (IDPs, HRP, Jan 2021)

**UNICEF Appeal 2021**

US$ 14.7 million
Situation Overview & Humanitarian Needs

The ongoing hostilities continued to affect schools and hospitals along the Line of Conflict (LoC) in eastern Ukraine. During the reporting period, five functional education facilities sustained damages due to military incidents. A school in Zolote-5 (Luhansk, non-government-controlled area (NGCA) was hit three times by small arms fire (8 February, 25 March and 31 May); school #116 in Donetsk city (NGCA) was hit on 8 May and a kindergarten “Beryozka” in Zolote-5 (Luhansk, NGCA) was damaged on 31 May. Other incidents during the reporting period include evacuation of children and staff of the kindergarten in Mariinka (government-controlled area (GCA)) to the bomb-shelter due to intensified hostilities nearby (24 June) and the landing of an unexploded shell in the playground of the operational school in Staromyhailivka (Donetsk NGCA, 4 May). Thankfully, no injuries were reported among children and staff as a result of these incidents.

In the night between 4 to 5 May 2021, an attack on the Mariinsky Central District Hospital took place in Krasnohorivka (Donetsk Oblast, GCA). Luckily, none of the 45 patients who were in the facility sustained any injury, however, this incident is indicative of the hostile environment that many civilians find themselves regularly in and the security related challenges to access basic services.

A nationwide university admission campaign has started in Ukraine in June and thousands of girls and boys who graduated from schools in NGCA are seeking opportunities to continue higher education outside of these areas. While education certificates issued by de-facto authorities in NGCA remain unrecognised in GCA, the Government of Ukraine has further simplified the procedure of enrolment for graduates from NGCA. Now they can get admission to higher education institutions in GCA without education certificates and without passing the final examination campaign in GCA. Despite this, the travel restrictions that remain in place at the entry-exit crossing points cause major challenge for these adolescents seeking enrolment to higher education facilities in elsewhere Ukraine.

Funding Overview and Partnerships

UNICEF has appealed for USD 14.7 million to sustain the provision of life-saving services for children and women in conflict-affected eastern Ukraine, to respond to both the impact of the seven-years armed conflict and COVID-19 pandemic.\(^1\) As the end of June 2021, UNICEF received USD 9 million, out of a USD 14.7 million appeal, with a funding gap of 4 per cent. Funding for education and health programmes remains low, with over 30 per cent gap. Funding for the HIV programme is particularly low, negatively impacting UNICEF's ability to deliver critical support to children and their families in the NGCAs, who are the most vulnerable population group in the area.

In 2021, the governments of the United States, Germany as well as UNICEF's German National Committee have generously contributed new funding to UNICEF Ukraine’s Humanitarian Action for Children (HAC) appeal. Additionally, UNICEF received funding from the Global Humanitarian Thematic fund. UNICEF expresses its gratitude to all its donors for the contributions received to date.

Humanitarian Strategy

In 2021, UNICEF’s strategy in eastern Ukraine continues to focus on protecting children and realizing child rights on both sides of the LoC, in GCA and NGCA of Donetsk and Luhansk oblasts, while responding to the vulnerabilities caused by the dual crises of armed conflict and COVID-19. To respond to the urgent needs of 820,000 people including 510,000 children,\(^2\) UNICEF is investing in strengthening social services, explosive ordinance risk education (EORE) and psychosocial support, as well as health, education and water and sanitation (WASH) services. The capacities of local professionals, authorities and civil society actors continue to be enhanced to strengthen preparedness and accountability to affected children. In line with the commitments to bring more linkages between the humanitarian and development interventions - UNICEF launched new initiatives of building the capacity of local authorities to improve access to quality, inclusive, age- and gender-sensitive social services to increase families’ resilience to protection-related risks and help find durable solutions to local challenges.

---

\(^1\) This funding appeal is for the humanitarian response programme targeting the conflict and the COVID-19 pandemic in eastern Ukraine only. UNICEF's COVID-19 funding appeal for the rest of Ukraine is included in its regional COVID-19 appeal for Europe and Central Asia.

UNICEF is working with humanitarian partners to target the most vulnerable. As the lead agency for the WASH cluster and the child protection sub-cluster, UNICEF continues to advocate with parties to the conflict to comply with international humanitarian law and child rights standards. The pandemic has impacted access to all health services, including immunization and primary health care, as well as schools and social care institutions, necessitating specific protective measures for both institutions and professionals. To address this, during January - June UNICEF continued to distribute critical infection prevention and control supplies and personal protective equipment to ensure a safe environment at the facility level and for their personnel and conducted training sessions for service providers. To reduce the transmission of COVID-19, UNICEF continued its robust risk communication activities to raise awareness and increase knowledge through multimedia channels, targeting care providers, parents/caregivers and the general public. This is particularly critical as handwashing and good hygiene practices are essential to COVID-19 prevention.

Summary Analysis of Programme Response

**Health**

In the first half of 2021, UNICEF continued its support to mother and child health (MCH) services for the most vulnerable mothers and children in the conflict-affected areas, particularly strengthening of infection prevention and control (IPC) and improving WASH facilities in the healthcare institutions in GCA. Additionally, technical assistance and support were provided for the adoption and implementation of the Early Childhood Development (ECD) package of services (including the promotion of breastfeeding, immunization, positive parenting, etc.) through introducing of universal-progressive patronage model and systemic strengthening at the primary health care level.

UNICEF worked with its partners to deliver critical cold chain equipment to further enhance the capacity of the local health system of immunization. More than 22 health facilities in the Donetsk NGCA received cold chain equipment. The inactivated polio vaccine (IPV) immunization project that started in 2020 continued to deliver results in both non-government-controlled areas, where more than 29,300 children have been vaccinated with the UNICEF support. The local authorities did not record negative side effects or complications.

UNICEF provided psycho-social support (PSS) to the most vulnerable HIV-infected children with mental health problems and disabilities (12 girls and 12 boys) and 20 children with HIV-T co-infection (11 girls and 9 boys). In addition to PSS services, to reduce the impact of stigma and discrimination, UNICEF supported training of 25 (22 girls and 3 boys) adolescents to provide peer-to-peer HIV-prevention support and reduce negative attitudes to HIV positive children; provided support to 37 adolescents in conflict-with-the-law (27 boys and 10 girls); and conducted on-line consultations to 16 adolescents (13 girls, 13 boys) and 9 parents (8 women, 1 man) on HIV prevention and crisis reduction. This support is strongly needed for the HIV-infected children, as they need constant support to ensure their adherence to life-long antiretroviral (ARV) treatment.

Each year about 400 HIV-positive women give birth to children in the Donetsk region. UNICEF supported home visits of clinical teams to visit 150 children (75 girls and 75 boys) to monitor their health condition, test results, and provide psychological services to their mothers.

**WASH**

Over the course of January-June 2021, UNICEF, in partnership with ADRA (Adventist Development and Relief Agency), continued to support water trucking to the exit-entry checkpoint in Novotroitske and a range of educational, health and social institutions in settlements located along the LoC with limited access to safe drinking water. Overall, nearly 3,600 residents of the assisted towns and villages and approximately 2,000 people passing through the checkpoint each month benefitted from water trucking.

In January, together with the non-governmental organization (NGO) Friends Hands, UNICEF delivered bottled water and hygiene supplies to a kindergarten in Zelenopillya affected by a three-week water cut due to a damaged pipe. A total of 36 children benefitted from this assistance. UNICEF also distributed diapers for 123 vulnerable babies in Kramatorsk, Yarova and Selydove. In addition, 5,000 informational materials on menstrual hygiene together with sanitary pads were provided to the Youth Friendly Clinics (YFC) in Avdiivka, Bakhmut and Svitlodarsk (GCA) for distribution to female patients who come to the YFCs.

In April 2021, UNICEF in partnership with Donbas Development Centre (DDC) completed the rehabilitation of WASH facilities in three hospitals in Donetsk, Horlivka and Novoazovsk and five schools in Donetsk, Yasyunuva, Kalmiuske
and Khartsyzk (all in NGCA). Access to sanitation was improved for 20,650 patients of the healthcare facilities and 1,677 schoolchildren and educators.

In June, UNICEF started supporting the Voda Donbasu water utilities company with water treatment chemicals. Chlorine is supplied to Karlivska, Velykonoadolska, Artemivska and Slovianska filter stations of Voda Donbasu. Overall, these filter stations provide drinking water to around 900,000 residents of the Donetsk oblast.

**Education**

Over January – June, UNICEF has reached over 12,800 boys and girls with the education in emergencies response. These included 1,677 children (including 41 children with disabilities) benefitting from the rehabilitation of five education facilities in Donetsk NGCA. Another 10 schools in Luhansk NGCA with 2,537 children enrolled received educational supplies such as furniture and sports equipment. During the same period, a total of 128 schools in both NGCAs and GCA received hygiene supplies to comply with the safe school operation guidelines in the times of COVID-19. These interventions ensured uninterrupted access to a safe learning environment for the most in need girls and boys and contributed to restoring a sense of normalcy in their communities.

UNICEF continued to build the capacity of teachers on Life Skills Education (LSE), Disaster Risk Reduction (DRR) and Conflict Sensitive Education (CSE). A total of 52 educators (46 women and 6 men) from 21 schools in Donetsk and Luhansk NGCA participated in online training sessions on LSE and DRR in Donetsk NGCA and face-to-face training in Luhansk NGCA. A total of 2,880 children increased their knowledge of life skills and awareness on DRR.

In GCA, 5,478 school-aged children (2,794 boys, 2,684 girls) from 20 schools along the LoC (0-5km) benefitted from conflict-sensitive approaches and DRR sessions delivered by educators trained in the first quarter of 2021. The sessions aimed to equip learners with the knowledge of safety rules and measures in case of emergencies and industrial/environmental hazards linked to the conflict in the east of Ukraine, as well as enhancing disaster preparedness mechanisms and disaster response plans. The CSE approach helped the teachers to understand possible unintended negative impact of education on the conflict and act to minimize negative impacts and maximize the positive impacts in delivery of education.

**Child Protection**

In the reporting period, UNICEF in partnership with national NGOs continued providing community-based PSS to children, youth and their caregivers residing in conflict-affected settlements alongside the LoC in NGCA of Donetsk and Luhansk Oblasts. In total, 1,979 beneficiaries, including 1,633 children (864 boys, 769 girls) and 346 adults (328F/18M) benefitted from PSS activities. In addition to this, 320 community professionals (282F/38M) were reached with capacity building activities aiming to improve their knowledge on child protection issues, including positive parenting. UNICEF also ensured access to protection and specialized services for 34 children (20 boys and 14 girls) with disabilities.

In GCA, UNICEF partnered with the international NGO Terre des Hommes providing access to PSS services for adolescents and youth, including children mine/explosive remnants of war (ERW) victims and children with disabilities living in the most conflict-affected areas in Donetsk and Luhansk oblasts. The partner conducted PSS group and individual sessions via online and offline modalities in schools located 0-20km from the contact line. As a result, 1,125 (562F/563M) beneficiaries received PSS through online and offline group and individual sessions such as You Create, Method Writing and other PSS activities. In addition, 563 (514F/49M) educators, parents and caregivers received skills and knowledge on PSS, inclusion and positive parenting through online and offline training sessions. More than 400 leaflets and information materials on positive parenting, PSS, violence against children and other protection issues were distributed among participants. Moreover, the partner continued to provide case management services to child landmine and ERW victims and their caregivers affected by the conflict. Around 52 child mine/ERW victims and adult mine survivors were provided with individual case management.

In January-June 2021, UNICEF continued supporting 12 PSS /gender-based violence (GBV) mobile teams in Donetsk and Luhansk regions, GCA. During the reporting period, the mobile teams provided PSS and online consultations by telephone and Skype to 14,398 survivors of GBV/domestic violence (out of which 2,018 calls were from children) and 1,457 emergency outreach to the population living along the LoC. Out of all calls, 155 were from families with children
who returned from boarding institutions and 188 calls were from people with disabilities. In more than 100 reported cases of violence, the perpetrators were combatants, policemen, and veterans. In the reporting period, the number of cases of all types of violence increased by 14 per cent. Around 54 per cent of all reported cases (adults and children) were related to violence, while 13 per cent to COVID-19. More than 6,000 beneficiaries were referred to the local social service departments, police and/or free legal aid. In addition, more than 2,800 GBV pocket guides and other GBV and violence against children materials were distributed to Social Service departments, Child Affairs services and Police.

UNICEF continued to support the National toll-free Child Helpline for online consultations with children, caregivers, and youth. During the reporting period, 43,017 beneficiaries (31,172 children and 11,845 adults) received consultations out of which 82 per cent were girls/women, including 1,202 with disabilities. Out of all calls, 49 per cent were related to violence against children (including bullying cases); 38 per cent are related to mental health and psycho-social wellbeing of children, including an increased number of cases of self-harm and suicidal attempts; 12 per cent are related to relationships in the family. In the reporting period, the number of cases of physical and sexual violence and self-harm increased by 12 per cent. In total, 977 cases of self-harm and 925 suicidal attempts were recorded accordingly. Among all calls, more than 18,300 were referred to other service providers, namely to Social Protection Centers for family, children and youth, Police and/or Free Legal Aid and Mental Health Services.

UNICEF continued the communication for development (C4D) interventions with the implementing partner NGO The Halo Trust on EORE. In the reporting period, the partner conducted 690 direct and 45 online sessions reaching 15,966 children (7,888 girls and 8,078 boys) and 3,163 education professionals in schools of Donetsk and Luhansk oblasts (GCA). Out of all children, 169 (51 girls and 118 boys) were with disabilities. Also, in June, 120 sessions have been conducted in the Zaporizhzhya oblasts’ settlements located close to the conflict-affected regions due to a high number of stockpile depots placed there and its internally displaced population (IDP). UNICEF has become the first organization to conduct educational lessons for children on EORE in this part of the country. About 2,568 children (1218 girls and 1350 boys) and 273 educators living in Zaporizhzhya oblasts improved their awareness on safe behaviour practices on mines and explosive remnants of war (ERW).

Additionally, starting from January 2021, a comprehensive digital campaign was launched to reach population living on both sides of the LoC with safe behaviour messages. The intervention was expanded to Dniprovskva, Kharkivska and Zaporizhzhya oblasts as well. In January-June 2021, via digital communication, UNICEF reached around 800,000 digital media users in NGCA and 900,000 in GCA. Overall, about 2.5 million digital media users in the Kharkiv, Dnipro and Zaporizhzhya oblasts have benefitted from UNICEF public broadcasting messages.

Humanitarian Leadership, Coordination and Strategy

UNICEF continued to lead the WASH Cluster and Child Protection Sub-Cluster and co-lead the Education Cluster. UNICEF also actively participated in the Health Cluster and Mine Action working groups. In 2021, regular coordination activities continued, including organization of several coordination meetings to discuss and agree upon a several issues related to the humanitarian response in eastern Ukraine and how to improve coordination mechanism to better respond to the COVID-19 pandemic. UNICEF has also been at the forefronts of delivering vaccines against COVID-19 through the COVAX facility, helping to deliver millions of doses of vaccines to Ukraine starting from March 2021.

In view of the escalation of the rhetoric around the conflict and heightened security situation between January to May, UNICEF initiated a contingency planning exercise, both for its programmes as well as within the clusters. UNICEF’s preparedness and contingency planning tools have been activated to identify possible scenarios and develop a response plan based on the most likely scenario.

Communication

UNICEF continued to raise awareness about the situation of the conflict-affected children and their families through multimedia storytelling, media outreach and by promoting the most pressing issues for children on its own and partners’ social media. UNICEF Ukraine digital channels reached nearly 680,000 followers with important messages. By June 2021, UNICEF Ukraine’s website received one million-page views, with human interest stories about eastern Ukraine remaining in the spotlight of the audience.
During the reporting period, UNICEF Ukraine has joined the global campaign ‘Poems of Peace’ and organized a local contest to amplify the voices of Ukrainian children, longing for a more stable future amid the pandemic and protracted conflict. UNICEF has published a series of multimedia materials dedicated to World Water Day and UNICEF response in the WASH sector. The stories - *Families suffer seven years without water supply in eastern Ukraine* and *Water under Fire. Utility workers risk their lives to restore water supply to eastern Ukraine* - performed quite well on the UNICEF global channels, engaging over 1.9 million people online and receiving over 300,000 website views. Another photo story on e-vouchers was prepared to promote the UNICEF programme helping medical facilities and families to access critical supplies and hygiene products.

To highlight the need for psychological support during the pandemic in the conflict-affected areas, UNICEF has developed the multimedia story *Teens feeling trapped in lockdown turn to helpline for support*. The story about GBV victims in eastern Ukraine and *social media pack about psychological support to vulnerable teenagers* during COVID-19 managed to pinpoint and communicate the problem to more than 4.5 million people online across the country.

UNICEF Ukraine highlighted the results of the first mine victim assistance programme in Ukraine initiated by UNICEF. The story *Lives on the line: Cost of conflict still high for families in eastern Ukraine* released along with a video on the Mine Awareness Day, engaged nearly 800,000 people globally and received nearly 400,000 views on the local website. To amplify the importance of the mine and explosive ordnance risk education in eastern Ukraine, UNICEF and the IT Ukraine Association created the world’s first VR product to protect children from mines and explosive weapons. The press release was highlighted by national and local media, including the IT sector.

A Statement by Lotta Sylwander, UNICEF Representative in Ukraine was released following a series of attacks on the water infrastructure and staff of the water utility companies. UNICEF called for all parties to respect international humanitarian law and avoid fighting close to any critical infrastructure supporting essential services to children and families in conflict-affected eastern Ukraine.

To continue advocacy on safe schools, UNICEF produced a human interest story of the graduate, whose school in frontline community Pesky was ruined. The story highlighted the suffering of children of eastern Ukraine, who have not only lost their homes and schools but also their chance at a happy childhood.

Next SitRep: 15 October 2021
### Annex A

#### Summary of Programme Results

<table>
<thead>
<tr>
<th>Sector</th>
<th>Cluster/Sector Response</th>
<th>UNICEF&lt;sup&gt;4&lt;/sup&gt; and IPs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2021 target</td>
<td>Total results</td>
</tr>
<tr>
<td><strong>Health</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of mothers and children U5 benefit from direct health service provision</td>
<td>178,050&lt;sup&gt;5&lt;/sup&gt;</td>
<td>46,930</td>
</tr>
<tr>
<td>Number of health care facility staff and community health workers trained on infection prevention and control</td>
<td>27,533&lt;sup&gt;6&lt;/sup&gt;</td>
<td>N/A</td>
</tr>
<tr>
<td>Number of health care providers trained on detecting, referral and appropriate management of COVID-19 cases</td>
<td>27,533&lt;sup&gt;8&lt;/sup&gt;</td>
<td>18,268</td>
</tr>
<tr>
<td><strong>WASH</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of people accessing a sufficient quantity of water for drinking, cooking and personal hygiene</td>
<td>947,000</td>
<td>928,905</td>
</tr>
<tr>
<td>Number of people provided with critical WASH-related supplies and services</td>
<td>1,270,000</td>
<td>894,072</td>
</tr>
<tr>
<td>Number of people provided with improved access to adequate sanitation</td>
<td>252,000</td>
<td>24,812</td>
</tr>
<tr>
<td><strong>Child Protection</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of children accessing explosive weapons-related risk education and survivor assistance interventions</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Number of children and caregivers accessing mental health and psychosocial support</td>
<td>400,000&lt;sup&gt;13&lt;/sup&gt;</td>
<td>66,856</td>
</tr>
<tr>
<td>Number of women, girls and boys accessing GBV risk mitigation, prevention or response interventions</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

---

<sup>3</sup> Not for all indicators the latest up-to-date cluster data was available at the time of the reporting or no cluster target is available. The remaining cluster data will be reported in the next Situation Report.

<sup>4</sup> Some UNICEF results will be reported in the next Situation Report as data were not available or the project activities did not yet start.

<sup>5</sup> The Health Cluster indicator for direct health service provision includes both children and adults, whereas the UNICEF HAC indicator is specifically for mothers and children under 5.

<sup>6</sup> The Health Cluster indicator for number of people trained on IPC and management of COVID-19 is combined in one indicator, whereas the UNICEF HAC indicator splits them into two.

<sup>7</sup> At the time of the reporting, the relevant action did not yet start. The results will be reported in the next report.

<sup>8</sup> The cluster indicator for the number of people trained on IPC and management of COVID-19 is combined in one indicator, whereas the UNICEF HAC indicator splits them into two.

<sup>9</sup> The activity has been launched recently with no full data available yet.

<sup>10</sup> The activity started in June. More results will be included in the next report.

<sup>11</sup> UNICEF reached more beneficiaries than planned as a result of the additional COVID-19 related activities on hygiene supplies distribution (mostly e-vouchers). This extensive coverage is because of the support to healthcare facilities.

<sup>12</sup> The main reason for overachievement is related to the UNICEF support to a healthcare facility in Novoazovsk, NGCA. Overall, 19,250 people benefitted from improvement of sanitary conditions in this facility.

<sup>13</sup> Target is for the whole Protection cluster and all sub-clusters. ChP sub-cluster has targets for the whole Protection cluster, but also for the broader activity and indicator. Activity: Provision of essential services (including PSS, Legal assistance, GBV, Mine assistance, etc.) and individual protection assistance (incl. cash) Indicator: # of women, men, boys and girls with access to essential services (including PSS, Legal assistance, GBV, mine victim assistance, etc.) and individual protection assistance (incl. cash). Target is 400,000.

<sup>14</sup> Funding for the psycho-social support activities in eastern Ukraine has been limited so far, which resulted in smaller scale reach.

<sup>15</sup> There was an increased demand for online counselling services from children and caregivers about the cases of violence, as well as self-harm and suicidal attempt cases.
### Annex B

#### Funding Status*

<table>
<thead>
<tr>
<th>Sector</th>
<th>Requirements $</th>
<th>Funds available</th>
<th>Funding gap</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Received Current Year, $</td>
<td>Carry-Over, $</td>
</tr>
<tr>
<td>Health</td>
<td>3,000,000</td>
<td>1,643,515</td>
<td>387,820</td>
</tr>
<tr>
<td>WASH</td>
<td>6,300,000</td>
<td>3,835,812</td>
<td>3,179,514</td>
</tr>
<tr>
<td>Child Protection</td>
<td>2,300,000</td>
<td>1,982,616</td>
<td>1,123,390</td>
</tr>
<tr>
<td>Education</td>
<td>2,700,000</td>
<td>1,557,757</td>
<td>307,000</td>
</tr>
<tr>
<td>HIV/AIDS</td>
<td>400,000</td>
<td>42,683</td>
<td>79,667</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>14,700,000</strong></td>
<td><strong>9,062,383</strong></td>
<td><strong>5,077,391</strong></td>
</tr>
</tbody>
</table>

* As defined in 2021 Ukraine Humanitarian Appeal for Children for a period of 12 months

---

16 A digital campaign on COVID-19 preventive messages experienced bigger reach than planned. This was partly because Facebook provided ad credits that allowed extensive targeted promotion of the content, including in Donetsk and Luhansk regions. This was not foreseen during the planning stage.